



Technical-Communication Services

JAS Technical Media offers technical-communication services to increase clients' competitiveness by improving the clarity and value of their technical-marketing materials. The JAS Technical Media team are experts with decades' experience in both technologies and technical communication. This combination powers a unique set of services that extend clients' ability to exploit efficiently existing resources and opportunities.

The company's services facilitate the creation, upgrading, and re-use of technical-marketing collateral for traditional and new media. All services are customizable to client interests and needs; all execute under a Mutual Non-Disclosure Agreement.

Technical-Communication Training Program

The *Technical-Communication Training* is a full-day program designed for both native and non-native English-speaking technical staff that provides tools to reduce significantly the development time of technical-communication materials. These materials include, but are not limited to, white papers, applications and design notes, trade-magazine feature articles, customer-seminars, and tutorials. The training program teaches participants processes that result in writing success and motivates the technical staff to engage in the development of clear and effective technical communication for multi-channel distribution. The *Technical-Communication Training* is an interactive program during which every student organizes and develops a writing project and begins their writing with editorial supervision.

JAS Technical Media divides student counts greater than ten into class sizes of five to ten students to train on consecutive days to ensure a high degree of interaction with the instructors.

Technical-Editing Service

JAS Technical Media staff edits client-provided source material for technical clarity, structure, writing best practices, and clear and effective communication style. The *Technical-Editing* service is available for traditional print and electronic media and for technical and executive presentation materials, audio and video shoot scripts, and storyboards.

Technical-Editing Service with Micro-Training Module

JAS Technical Media staff edits client-provided source material for technical clarity, structure, writing best practices, and clear and effective communication style. The *Micro-Training* module comprises an editor review of the editing results with the client author to explain *why* changes were necessary and how to take the corrections as lessons for better future writing. This service is available for traditional print and electronic media and for technical and executive presentation materials, audio and video shoot scripts, and storyboards.

Questions? Need a customized service?
Email heyJASguys@jas-technicalmedia.com



Topic-Discovery Service

Though the best sources of technical information within most technology companies is the technical staff, these valuable resources are often unpracticed at identifying and casting topics that best engage customers' interests and concerns. The *Topic-Discovery* service streamlines this critical part of the process, reducing development time, reducing frustration, and improving the customer appeal of the finished work.

JAS Technical Media staff reviews input materials (eg data sheet, competitive analysis, related existing collateral, technical-marketing goals summary). A teleconference with the client author finds a topic and treatment that serves customers' technical-information needs and, if channel-appropriate, appeals to editors.

Collateral-Repurposing Service

Well-written data sheets, application notes, white papers, and other technical-communication documents are frequently excellent source materials for trade-press articles, multimedia trade-show-booth demonstrations, and online presentations, among others. With the *Collateral-Repurposing* service, JAS Technical Media staff edits client-created technical collateral as appropriate to the desired end format for publication or presentation.

Audio-Based Collateral-Creation Service

When technical-staff availability is scarce, JAS Technical Media's *Audio-Based Collateral-Creation* service provides methods for streamlining the development of high-quality, customer-focused technical-marketing collateral. JAS Technical Media staff capture, transcribe, and edit presentations from client personnel to produce printable documents such as application notes, white papers, and trade-press articles. Alternatively, the process can output multimedia versions of the source materials for use on the client's website, trade-show presentations, or other electronic channels.

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Collateral-Analysis Service

JAS Technical Media staff analyzes materials in the context of industry best practices and with respect to five criteria that affect the success of technical-marketing materials:

- Writing quality (grammar, sentence & paragraph construction, and punctuation)
- Style & Tone (customer engagement and “editor appeal”)
- Focus on customers’ technical-information needs
- Document organization
- Technical clarity

Three versions of this service are available:

- A) Analyze client materials
- B) Analyze client-selected competitor’s materials
- C) Compare client-selected competitor’s materials to client’s materials

Online-Design-Support Analysis Service

The *Online Design-Support Analysis* service examines any one of four categories of support materials in the context industry best practices. Evaluation coverage varies by category:

	Evaluation Coverage			
	Availability	Navigability	Clarity	Ease of Use
Application Notes	√	√		
Selector Guides	√	√	√ ¹	√ ¹
Reference Designs	√	√	√	
Computational Tools	√	√	√	√

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¹ Depending on quantity of guides present, selector guide clarity and ease-of-use assessments may result from sample testing.



Website-Analysis Service

JAS Technical Media evaluates client's website for ease of use, organization, clarity, currency and availability of technical-communication collateral, and focus on customers' technical-information needs—all in the context of industry best practices. The *Website-Analysis* service report makes specific recommendations to strengthen website content using current company resources. Optionally, the service can incorporate comparisons to competitive content.

Media-Day Planning & Collateral Development Service

JAS Technical Media makes specific recommendations for planning and developing media-day programs that engage the general, technical, and business press while promoting the client's technical-marketing strategy. JAS Technical Media will also assist in creating event collateral with an emphasis on generating content that is reusable through other technical-marketing channels.

Multimedia Event-Coverage Service

JAS Technical Media's *Multimedia Event-Coverage* service provides event producers with audio and images recorded at their event suitable for a variety of promotional and tutorial applications. The service focuses on events with a high degree of technical content and executes with staff known for their expertise in reporting on technical topics. Events include technical conferences, industry trade shows, company events, and technical seminars. This service is highly customizable to fit each event's program and each client's objective.

Past examples include

- coverage of a major European trade show in the form of audio interviews with exhibitors in the format of new-product news items. Interviews appeared in client's e-Show Daily and on exhibitors' websites.
- production of a VoP² (voice-over PowerPoint) promotional presentation highlighting how attendees from various constituencies benefitted from attending a major industry conference. Interviews drew from regular attendees, presenters, organizers, exhibitors, plenary speakers. The finished promotion will be used by the conference organizers to promote the following year's event.

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The JAS Technical Media team

JAS Technical Media co-founder Joshua Israelsohn serves as the company's creative and technical director. A graduate of the Massachusetts Institute of Technology in Electrical Engineering, Mr. Israelsohn has extensive experience in electronics-design, technical communication, and media production. Joshua publishes regularly in North America, Europe, and Asia and has more than 120 technical articles published to date. A member of the IEEE Solid-State Circuits and Power Electronics Societies and of the Audio Engineering Society, Mr. Israelsohn is a regular speaker, moderator, and session chair at industry events. He has also served as guest lecturer at the University of Texas at Austin's Cockrell School of Engineering and as invited speaker at some of the industry's best-known semiconductor companies including Maxim Integrated Products, National Semiconductor, On Semiconductor, Silicon Laboratories, ST Microelectronics, and Texas Instruments.

JAS Technical Media senior partner Aimee Kalnoskas serves as the company's operations director. Ms. Kalnoskas is expert in technical communication and content development for both traditional and new media. An innovator in media-channel exploitation, Aimee has 24 years experience in the electronics and scientific trade press, with senior roles in editorial management and publishing operations including Editor-in-Chief and Strategic Editorial Director. Ms. Kalnoskas has served as a panelist at numerous industry events and as moderator for many webcasts serving the electronics industry. She is the creator and editorial director of a successful series of online, electrical-engineering tutorial programs.

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